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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

November 30, 1945

No. 139

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . November 23, the Senate passed a bill to provide for financial control of government corporations (ready for President); a Senate committee reported a bill to transfer Interior's fur animal research to this Department; a Senate committee reported a resolution recommending termination of meat and fats rationing; November 26, the House Appropriations Committee reported a deficiency bill which includes funds for the farm labor supply program, surplus property disposal, CCC administrative expenses, FAO, forest roads and trails, and foreign plant quarantine; the Senate Appropriations Committee reported the UNRRA appropriation bill. November 27, the House Foreign Affairs Committee reported a bill authorizing additional appropriations for UNRRA.

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THE OUTLOOK CONFERENCE PROGRAM. . . . Conditions at home and abroad will be appraised at the 23d Annual Agricultural Outlook Conference which meets in Washington, December 3-7. Subjects scheduled for discussion at the General Sessions are: The Outlook--for industry, business, agriculture, and nutrition--Europe and United States Agriculture; Prices and Production; Marketing Outlook; Farm Family Living; and Full Employment, Foreign Trade, and International Collaboration. There will be special Commodity Outlook Sessions and special sessions for home management representatives. On December 6 and 8 the method of presenting economic information will be considered in Extension Sessions. Secretary Anderson will speak at the annual Outlook dinner December 5 on the subject "Time to Look Ahead."

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FAO INFORMATION SERVICE BULLETIN. . . . The first issue of FAO's "Information Service Bulletin" should be ready for distribution within a week. It will be issued once a month at first but plans are to issue it more frequently later. The Food and Agriculture Organization will furnish the Department copies for distribution through its regular channels, including radio farm directors and farm paper editors. The bulletin will be sent by FAO to general press and radio people in this country. Other member countries will distribute it to their people. Forty-three countries are now members of FAO. Chile and Iran should be added to the countries previously listed in the Calendar.

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1943-47 YEARBOOK. . . . A yearbook committee under the chairmanship of W. V. Lambert, Assistant Research Administrator, is making preliminary plans for a 1943-47 Yearbook of Agriculture for release late in 1946. Because of the war none has been issued since 1942. New research achievements, especially those developed during the war, will be the main theme of this edition. Alfred D. Stefferud will edit the book. He was formerly a BAE editor and later worked on Time magazine before going to OWI in 1942. He has returned to the Department from OWI.

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USDA PRESS RELEASES OF SPECIAL IMPORTANCE. . . . Rationing ended for meats, canned fish, fats and oils--2161; Edw. E. ("Nick") Carter, veteran Forest Service Timber Management Chief retires--2164; 1945 crop Burley tobacco allocations (WFO 4.11)--2174; Members of Cotton Advisory Board announced by USDA--2177; USDA reduces domestic wool sales prices--2182; Fats and oils order amended--2189. . . .

Speeches and statements of USDA officials--"We Must Plan for Plenty", talk by Secretary Anderson before the Inter-State Milk Producers' Cooperative at Philadelphia, November 27. Problems of the dairy industry are considered with those of agriculture in general--Release #2176; Statement of Secretary Anderson before the Committee on Agriculture of the House of Representatives, November 27 on H. R. 3422, the bill that would establish an Agricultural Credit Agency as an independent agency of the Government. Presents argument against establishment of such an agency and mentions alternatives--Release #2186.

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FAO'S FIRST TASK. . . . Gove Hambidge, FAO Information Director, told a conference of national organizations meeting at the State Department November 26-27 that the first job FAO is undertaking for peace is a "world balance sheet" on food supplies, production, and trade. The conference was sponsored by the Carnegie Endowment for International Peace in cooperation with the State Department. One session of the meeting was devoted to a progress report on United Nations Organizations at which Mr. Hambidge reported on FAO. Some 200 national organizations were asked to send representatives to the conference. The representatives asked that similar conferences be held all over the country and that qualified government people attend their various conventions to discuss subjects of international importance.

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SOCIAL SECURITY BULLETIN. . . . A question and answer piece presenting basic information about social security for farmers is ready for the printer. It is designed to stimulate thinking of farmers and others interested in the subject. It was prepared by the Department's working group on social security of the Interbureau Committee on Postwar Programs, in cooperation with the Social Security Board. Further announcement will be made when this folder is ready for distribution.

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RADIO PROGRAMS DECEMBER 8. . . . Consumer Time, the outlook for food in 1946 will be dramatized and a plea for the Victory Loan Drive included. . . . The entire broadcast of Your Home and Garden and the National Farm and Home Hour will originate in Chicago with 4-H Club members who are attending the Fat Stock Show and the 4-H Club Congress taking part.

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SECRETARY ANDERSON will speak December 11 at a meeting of the New York City Farmers' Club.

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PLATTER CUTTING DEC. 6. . . . A summing up for 1945 and a glimpse at the 1946 picture for agriculture will be presented by Secretary Anderson on one side of a platter to be cut December 6. On the other side, the 28th of the "Farm Science Serves the Nation" series will be on the subject "What a Hen Wants in a Henhouse."

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THE TRUTH ABOUT FATS AND OILS. . . . Secretary Anderson's statement as to why fats and oils were removed from rationing should be stressed. In announcing the lifting of meat rationing last week he said that removing it on fats and oils appeared preferable to the institution of a completely new system of rationing for these two items "involving the registration of more than 500,000 industrial and institutional users and the possible issuance of new ration books to all civilians in this country." Civilian supplies of fats and oils are expected to be about 10 percent below the prewar years during the first half of 1946. So the truth is: There is still great need for saving fats and oils for the manufacture of soaps and for other industrial uses. Note--the housewife will still receive 4 cents a pound for used fats turned in.

As of January 1, 1946, manufacturers will be required to maintain the same relative distribution of the various package sizes of shortening, lard, and salad and cooking oils as existed during the rationing period. This action under Amendment 21 to WFO 42 is being taken to continue an even flow of available supplies in the general pattern of distribution.

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DAIRY PROGRAM MATERIALS. . . . An envelope containing information aids on the 8-point Dairy Program for 1946 is being mailed this week to the State Extension Services and Dairy Industry Committees. The envelope contains suggested spot announcements and ideas for promoting a series of 8 transcribed radio programs, two sample radio scripts, two sample feature stories, suggested art and copy for a State leaflet, proofs of 13 ad and feature mats, proofs of the program symbol, an illustration describing an exhibit which will be sent later, and an order blank for the 3 mats, exhibits, and leaflet illustrations.

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ON THE COTTON FRONT. . . . Ways and means for getting the facts about cotton to farmers were discussed at the November cotton meetings at Memphis, Dallas, and Atlanta. Marked agreement was reported between the Extension people, representatives of other Department agencies, and others attending the meetings. An 8-page leaflet suggesting 7 steps cotton farmers can take to help face the future is in the mill. A larger, more basic piece entitled "Facts About Cotton in Southern Agriculture," is also being prepared. More about both pieces later.

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NEW USDA HOME EC SECTION. . . . A Home Economics Section has just been established in Extension Service. In announcing it, M. L. Wilson, Director of Extension, said, "We believe this action should bring about greater recognition here of the importance of extension work in home economics and will result in increasing assistance to the States." This move concentrates in one unit the work of the various extension specialists working in this field. Mary Rokahr will be in charge of the section but will also continue her work in home management.

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EXTRA SPECIAL!!!

1946 PRODUCTION GOALS. . . . Recommended national goals for 1946 have just "jelled" and will be released to the press December 1. The total acreage recommended is 356 million; not as large as the 1945 goals but approximately 5- $\frac{1}{2}$ million acres more than the indicated acreage actually planted in 1945. "The end of the war has not brought an end to the almost unlimited need for American food," Secretary Anderson said in recommending the goals to the States. "The 1946 goals indicate a pattern of production which provides continued high output of those commodities for which wartime demand is continuing and shifts toward peacetime levels for others. Recognition is given to the need for restoring a better balance between soil-depleting and soil-conserving crops."

The suggested goals will be considered during December at State meetings of representatives of USDA agencies making up the State USDA Councils, and representatives of State Agricultural Colleges, farm organizations, and other interested groups. Final goals will be announced around the first of the year, after reports on local conditions and recommendations are received from the States.

Following are some of the most noteworthy goal changes: sugarbeets--31% of 1945 goals; sugarcane--8% boost in continental acreage; soybeans for oil--10% less than last year; eggs--85%, and chickens, 83% of the number produced in 1945; feed grains--at or slightly above 1945 indications. (For further details ask for Press release 2199).

